

CODE FOR THE ROAD

FOLLOW THE RULES. FOLLOW THE LAW.



**For Immediate Release
May 5, 2015**

For more information: NDDOT Communications 701-328-4559

Campaign Aims to Boost Seat Belt Use in North Dakota Over Memorial Day *Added patrols May 18-31*

Bismarck – As North Dakotans plan their Memorial Day activities, over 40 North Dakota law enforcement agencies are planning to add extra patrols during the nationwide *Click It or Ticket* seat belt enforcement from May 18 to May 31 to help reinforce the message that seat belts save lives.

Memorial Day also marks the unofficial start of summer and increasing highway travel during the warm season.

“Enforcement and education are two key elements in our overall effort to eliminate deaths and injuries in motor vehicle crashes due to lack of seat belt use,” said North Dakota Department of Transportation Deputy Director Mark Nelson. “Last year in North Dakota, nearly 70 percent of motor vehicle fatalities were not wearing their seat belt.”

Results of a 2014 survey showed that North Dakota motorists are aware of enforcement of seat belt laws. Almost 70 percent of the drivers surveyed said the chances of getting a ticket if they weren’t wearing a seat belt was “Likely,” “Somewhat likely,” or “Very likely.”

“Safety-focused law enforcement saves lives, because people would rather buckle up than get a ticket,” explained Nelson. “*Click It Or Ticket* is widely recognized as a warning to motorists that they’ll get a citation. North Dakota’s *Code for the Road* campaign encourages people to add seat belts to their own rules: choose to save your own life.”

For more information about *Code for the Road* and efforts to eliminate motor vehicle deaths and injuries, visit codefortheroad.com, Twitter and Facebook. Use #codefortheroad.